



An Energy Efficiency Workshop & Exposition

Palm Springs, California

Successful Government Selling -- The Supplier's Perspective

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June 2-5, 2002

www.energy2002.ee.doe.gov



-- briefly

- Leading Manufacturer of Residential, Commercial and Industrial Heating, Ventilating, and Air Conditioning --
 - Equipment
 - Control Systems
 - Replacement Parts
 - Service, Maintenance, Operation, Monitoring
 - Turnkey Building Solutions

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TRANE® -- *briefly*

- Trane's Organization
 - International / Global Coverage
 - 140 District Offices in Major U.S. Cities
 - 1600 Graduate Sales Engineers
 - 4000 Factory Service Representatives
 - Manufacturing / Business Units
 - Product Manufacturing
 - Product Engineering
 - Product Marketing

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Basic Tenets For Success

- Know and Understand the Organizations
- Get close to "The Owner"
- Focus and Sustain the effort at all levels
- Know and follow the rules

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Basic Tenets For Success

- **Know and Understand the Organizations**
 - Decentralized
 - Global Focus
 - Trend -- Lack of Manpower to do what needs to be done
 - A problem -- YES
 - An opportunity -- YOU BET
 - Privatization / Out-sourcing --

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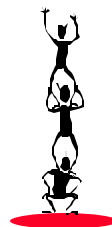
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Decentralized Organization

- **Agency Headquarters - "Washington, DC"**
 - Sets Broad Agency National Policy and Criteria
 - Implements Major Programs
 - Covered by Washington DC Govt Affairs Office
- **Agency Regional District and Division Ofcs**
 - Controls Major New Construction and RRA
 - Major Architect and Engineer Design Contracts
 - Covered by Assigned Account Executives
- **Federal Agency Installations and Bldgs**
 - Minor New Construction
 - Lots of Existing Building Work (Repair, Alteration, Replacement)
 - Covered by Local Sales Office

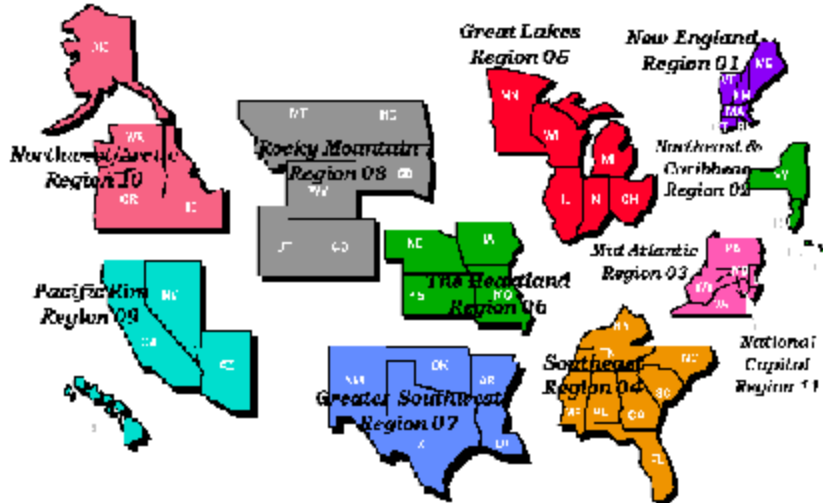


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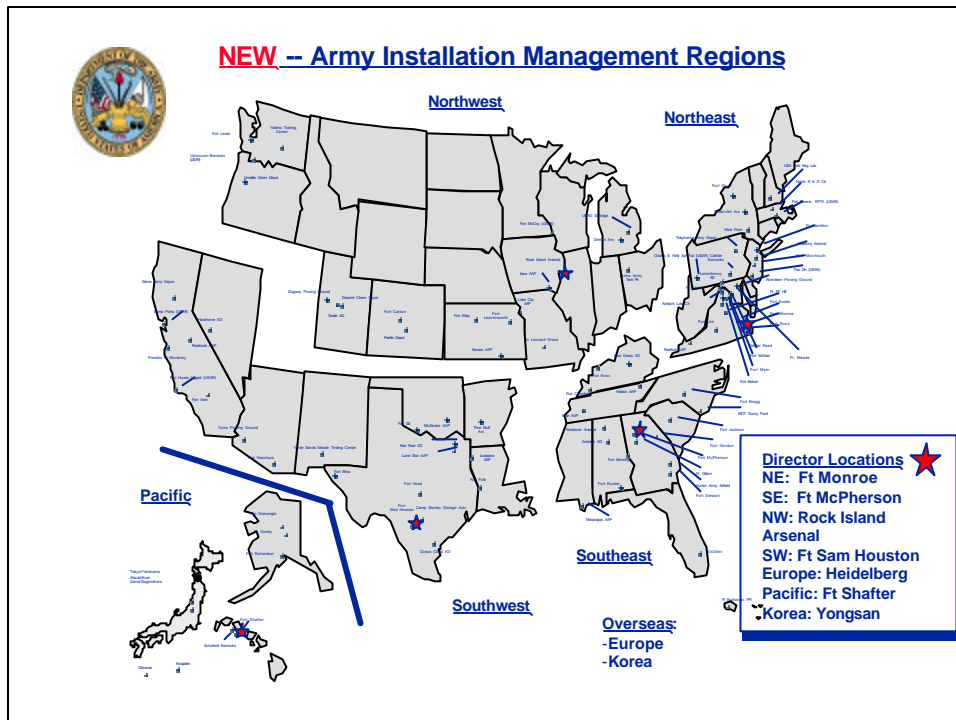
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General Services Administration Regional Organization



Army Corps of Engineers Regional and District Organization







Basic Tenets For Success

- Know and Understand the Organizations
- **Get close to “The Owner”**
 - Relationships are the key
 - Cover All the Bases of Influence
 - Seek Higher Levels of Influence on Projects
 - Seek Higher Degrees of Involvement in Projects
 - Evolve Business to Prime Position - Whole Solutions
 - Consider Direct vs. Indirect
 - Seek Contractual Connections / Long-term tethers

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Basic Tenets For Success

- Know and Understand the Organizations
- Get close to "The Owner"
- **Sustain the effort at all levels**
 - Through "Fair and Fowl Weather"
 - People Get Promoted !
 - People Have Long Memories !
 - Past Performance, Your Reputation, and your Business Ethics/Integrity do matter

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Basic Tenets For Success

- Know and Understand the Organizations
- Get close to "The Owner"
- Sustain the effort at all levels
- **Know and follow the rules**
 - Know and Understand the FAR
 - Also Agency Supplements to the FAR
 - Take a training course
 - Follow the changes
 - Subscribe to it -- Quarterly CD

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Basic Tenets For Success

- Know and Understand the Organizations
- Get close to “The Owner”
- Sustain the effort at all levels
- **Know and follow the rules**
 - Know and Understand the F.A.R.
 - Know and Understand the Buying Processes
 - Supplies
 - Construction
 - Services
 - Align Your Selling Process to Their Buying Process
 - E-Commerce

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Basic Tenets For Success

- Know and Understand the Organizations
- Get close to “The Owner”
- Sustain the effort at all levels
- **Know and follow the rules**
 - Know and Understand the F.A.R.
 - Know and Understand the Buying Processes
 - Understand Agency specification practices
 - National Guide Specifications
 - Who maintains them? / How are they changed?
 - NIBS / Construction Criteria Base CD-ROM

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- Get close to “The Owner”
- Sustain the effort at all levels
- Know and follow the rules

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Thank You and Good Luck !

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